I am a business man who does a fair amount of traveling. Please DO NOT consider allowing cell phone service on an airplane while in flight. To have someone jabbering in my ear for 5 to 6 hours on a coast to coast flight would be intolerable. Whether they are conducting business or talking to their loved ones is of no matter. Speaking from a business perspective there is nothing that can not wait until landing. Cell phones would significantly add additional stress to the already stressed out travelers. I know if someone is talking on a phone in the seat next to me I will ask the flight attendent to move them.

Don't do it!!!